

Project Luther

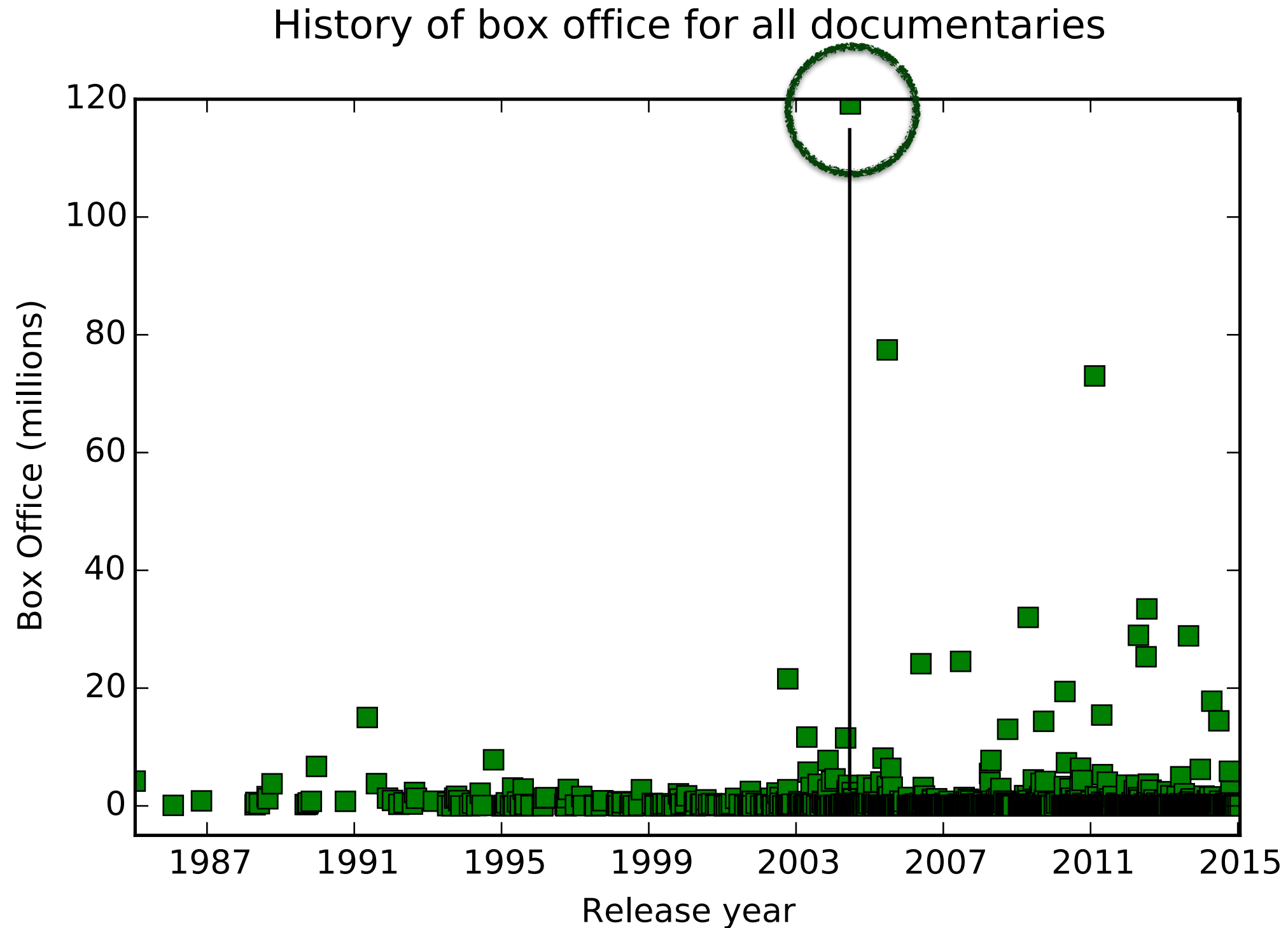
- Documentaries -

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A non-profit organization is looking for new ways to obtain funds and would like to invest in documentaries...

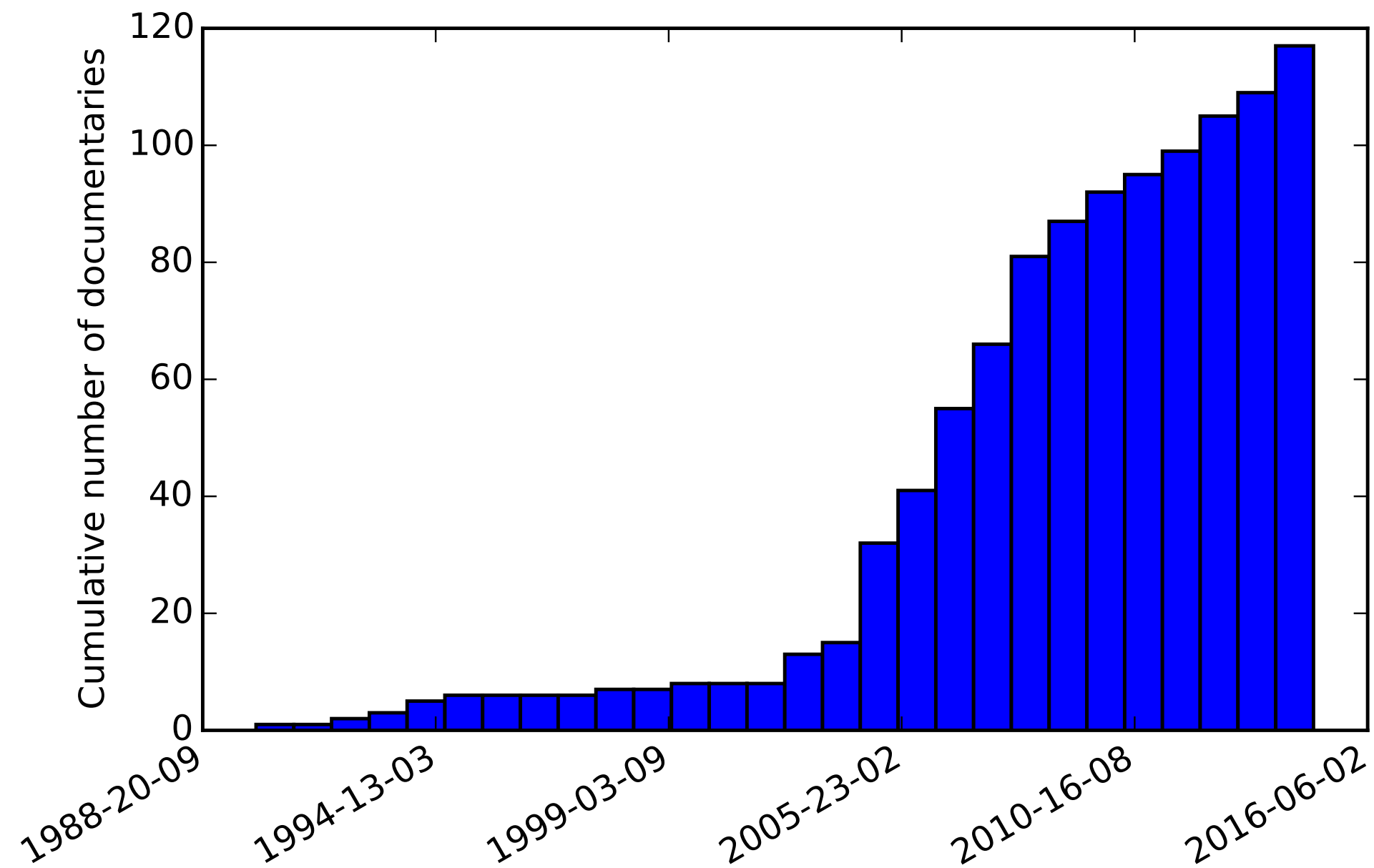
Is it worth the investment?

Something happened around 2004

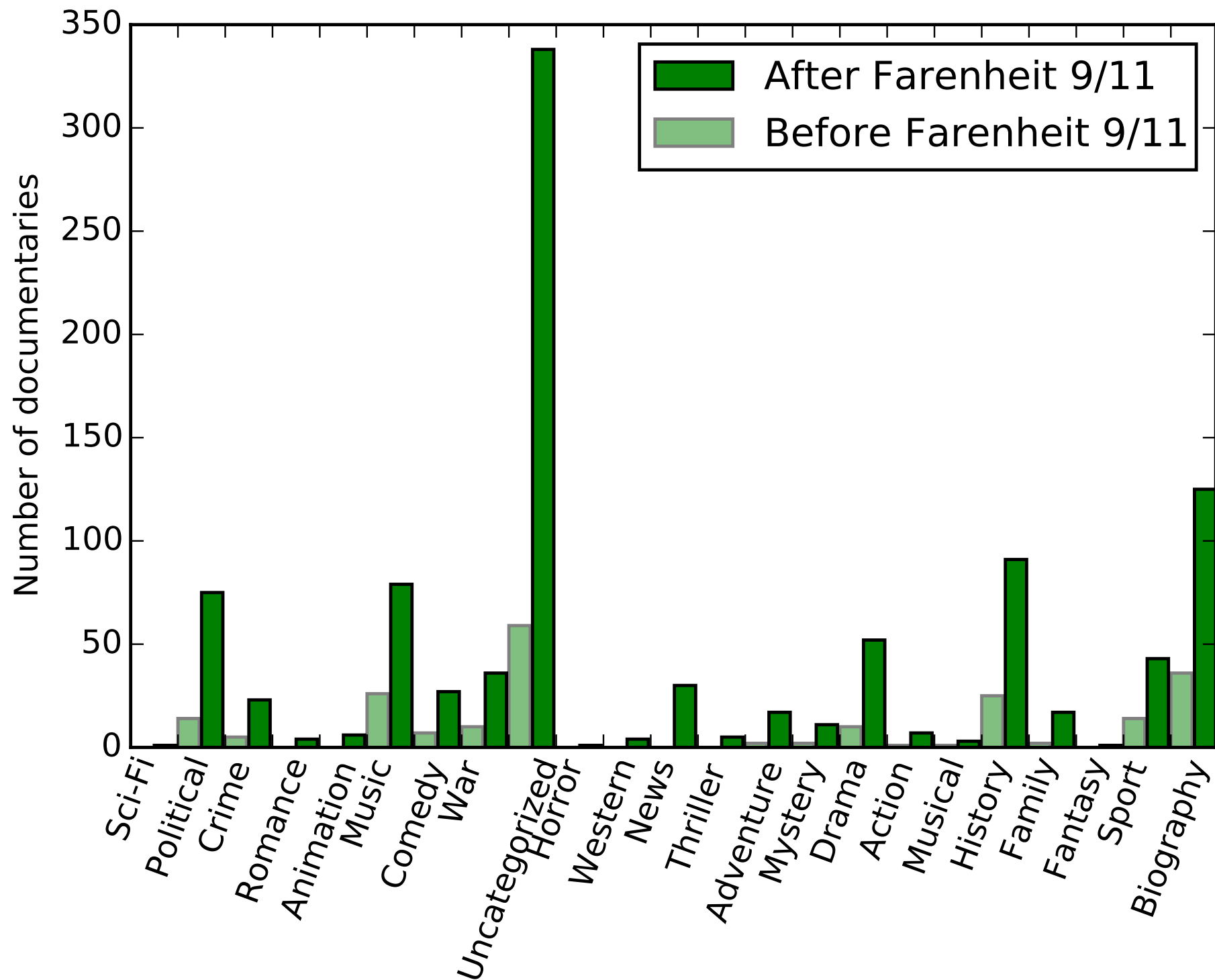


The “Michael Moore effect”

How does the number of political documentaries increase over time?



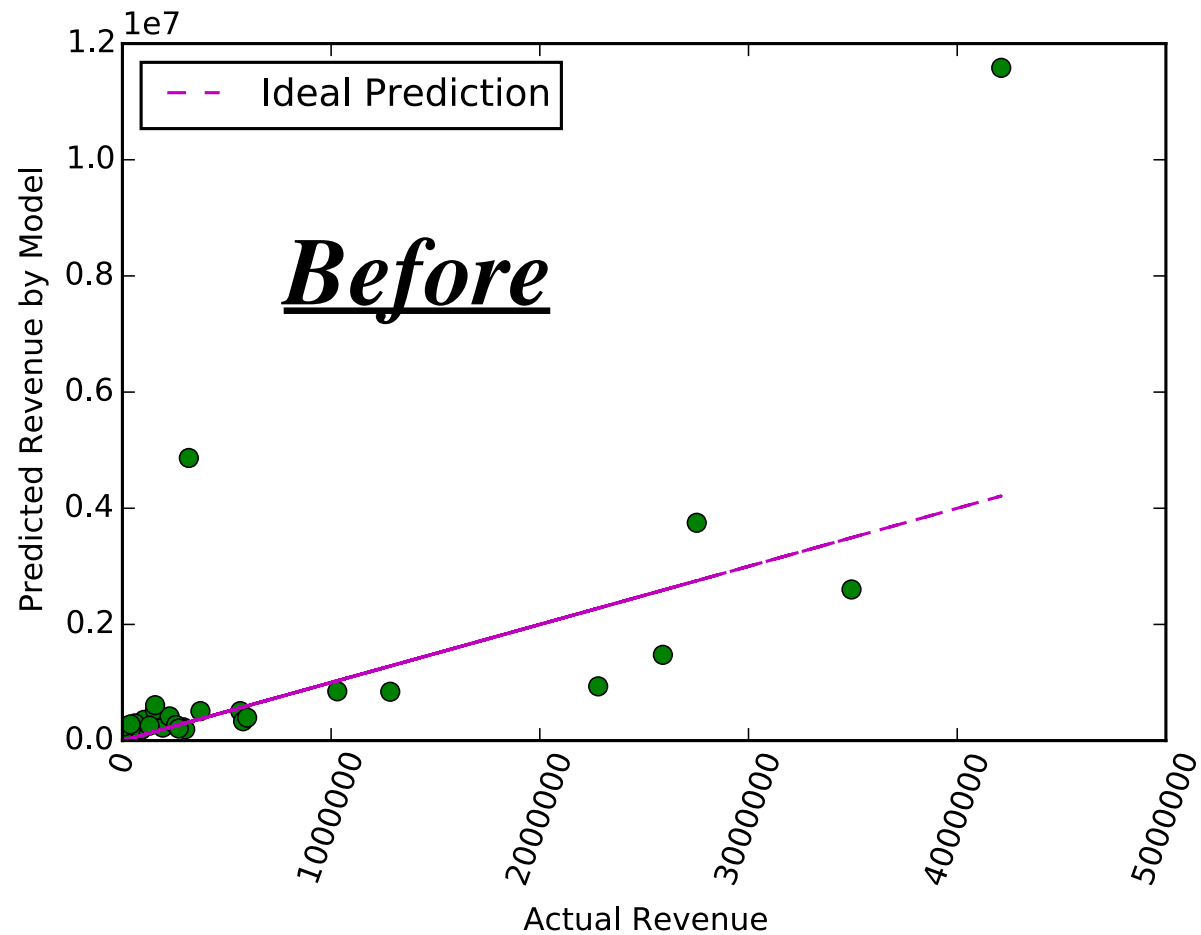
Before and after



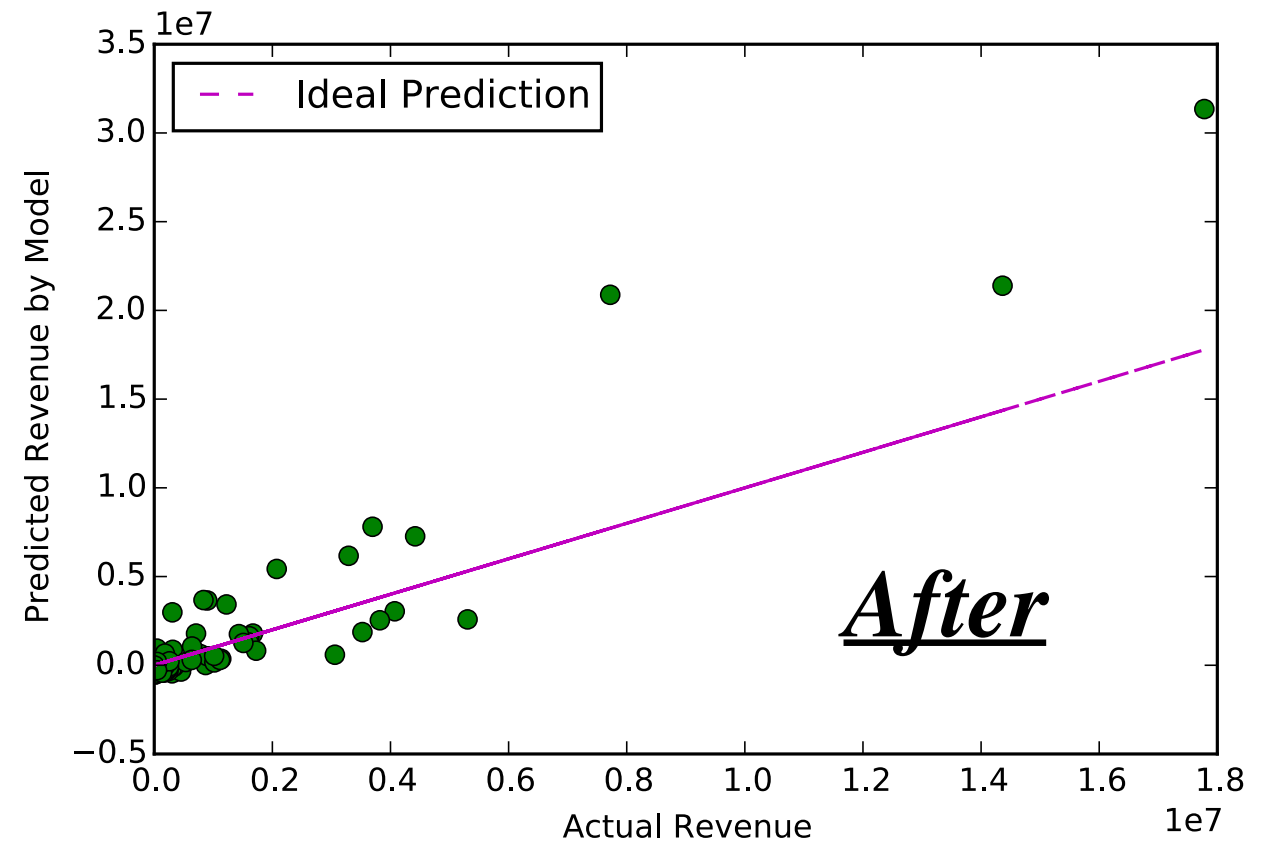
1. *Uncategorized*
2. *Biography*
3. *History*
4. *Political*
5. *Music*
6. *Drama*

Model: Before and after

Over/Under Prediction of the Model BEFORE Farenheit 9/11



Over/Under Prediction of the Model AFTER Farenheit 9/11



Parameter	coefficient	error
# Theaters	12570	1024
Users' Rating	-160900	139000
# Voters	154	10

Parameter	coefficient	error
# Theaters	17540	423
Users' Rating	-510700	115000
# Voters	162	16

Models before and after Fahrenheit 9/11 are different

Even if further analysis is needed to understand why users' ratings have such an influence on documentary revenues, there is evidence that it would be wise investing in focus groups prior to the realization of a documentary.

BACKUP

